



POLICY STATEMENT

ADVERTISING EXPENDITURES

Rationale

The Algonquin and Lakeshore Catholic District School Board supports advertising expenditures for the purpose of informing and educating the public, as well as creating awareness of education programs, services, issues, events and community activities of specific interest or benefit to students and families. The level of expenditure should be appropriate to school board status as a taxpayer funded organization whose sole purpose is to provide a distinctive Catholic education.

Guiding Principles

- Advertising must be appropriate and compatible with the vision, mission, values, and policies of the Algonquin and Lakeshore Catholic District School Board;
- Due diligence is exercised in determining the advertising medium that maximizes cost efficiency;
- Appropriate approvals support the nature and the extent of an advertising campaign;
- Advertising campaigns are targeted to specific groups that have a demonstrable need for information;
- Advertising presents objective, factual and explanatory information based on verifiable facts in an unbiased, fair and equitable manner;
- Advertising campaigns are in compliance with any applicable laws and regulations;
- A process is in place to ensure that significant advertising expenditures are competitively placed.

References

Multi-Year Strategic Plan
Ministry of Education Guidelines
Procurement Policy
Product or Service Endorsement – Advertising in Schools Policy

Administrative Procedures

Advertising Expenditures

Revised May 2021